



CATHERINE HEEG

Get practical, actionable real-world ideas to grow your social savvy, engage your clients and ignite your business.



Did you know that **90%** of millennials, **77%** of Gen X and **82%** of Boomers are active on social media? And, many will plan their travel based upon content that is posted on social media. Source: Emarketer & DMN3

Do you want to inspire and motivate your audience to more effectively reach potential clients?

Are you eager to learn how to build better relationships with social media?

Do you need to update your social advertising or video savvy?

Are you struggling with researching, writing and posting socially?

Need a social expert and speaker with the inside track about travel and tourism?

Meet Catherine Heeg!

Catherine Heeg, founder of *Customized Management Solutions* draws on nearly 30 years of experience as a travel and tourism industry professional. A social media pioneer, Catherine is passionate about making social media easier to understand. She draws upon her experience as a writer, marketer and entrepreneur to show how to ignite real business results by designing compelling campaigns that drive engagement.

A frequent and sought-after speaker at travel, tourism and hospitality industry conferences and webinars, she successfully integrates new media with traditional marketing tools.

For more information or to request a complimentary consultation contact Catherine Heeg!

Catherine.heeg@cmsspeaking.com | 403.726.0171 | www.cmsspeaking.com

Need a speaker who inspires and empowers?

Catherine Heeg shows businesses how they can rise above social marketing mediocrity to achieve tangible results. She sparks creativity, ignites passion and inspires participants to take their social marketing to the next level. Catherine offers step-by-step training on social marketing, video creation, lead generation and social ads. She delivers relevant social strategies and tactics designed specifically for the tourism and travel industry.

A leading authority, Catherine Heeg is a frequent contributor to:

- Courier Magazine (NTA)
- Travel Research Online (TRO Smith)
- Bus Tours Magazine
- The Travel Institute
- SYTA
- Groups Today

What clients are saying:

"Selecting Catherine Heeg to speak at the Nebraska Tourism Conference was an easy decision. Her expertise was very evident..."

Lisa Karnatz, Business Development Consultant, Nebraska Tourism Commission

"Our audience of tour operators and key supplier partners enjoyed two informative sessions on social media marketing with one being an interactive workshop. She was able to tailor her presentation to the specific needs of our audience."

Carylann Assante, CAE Executive Director, Student & Youth Travel Association

"Catherine provides extraordinary value in her trainings because she delivers truly actionable content – not an ounce of fluff, but step-by-step instructions backed up by detailed handouts and class materials. Our members loved the practical knowledge they took away from her seminars."

John K. Hawks, Administrator Destination Wedding & Honeymoon Specialists Association (DWHSA)

Coaching and Consulting:

Are you stumped about the steps to take to grow your social strategy? Let Catherine take the mystery and mayhem out of social marketing by providing step-by-step guidance that helps you to succeed!

"Being new to social media for business, I needed expert help to guide and train me how to get our Facebook posts in front of both existing clients and targeted zip codes. Catherine showed me how to accomplish that and more. Her extremely pleasant demeanor coupled with extensive experience, made my training sessions truly enjoyable. I highly recommend Catherine's services to all."

Bill Adams – Marketing Manager, Holiday Cruises & Tours

Social Media Strategy and Implementation:

Are you frustrated by the time and effort you're putting into your social marketing? Our packages are designed for busy travel and tourism professionals who are serious about having a consistent social presence.

"Catherine has made my life so much easier with her interesting and engaging posts for my business and my Facebook followers love the posts too!"

Jane Rutledge - Travel Consultant - Know and Go Travel